

AIA Vitality

FOR CORPORATES

EMPLOYER IMPLEMENTATION GUIDE

Introducing AIA Vitality Starter
to your employees.

July 2024



WELCOME

Congratulations on providing your employees with free access to AIA Vitality Starter.

This Guide takes you through the critical steps on how to introduce this new health and wellbeing benefit to your employees and encourage them to activate their AIA Vitality membership and engage in the program.



What do you need to do now?

- ✓ Decide on a launch date
- ✓ Get tech ready
- ✓ Get your employees excited

AIA Vitality



AIA VITALITY IMPROVES EMPLOYEE PRODUCTIVITY

97%

Members say
Vitality helps them be
more aware of their
health and wellbeing

14%

Higher job satisfaction
for employees who
engage with the
AIA Vitality program

46%

Reduction in sick
days for employees
who are highly engaged
with the Vitality
program

74%

Less likely to claim
when they are
moderately engaged
with a Silver status

Source: Vitality Engagement White Paper 2022 and Corporate AIA Vitality Efficacy study 2019



PRE-LAUNCH TASKS

TASK	DETAILS	WHEN
1. Confirm your preferred launch date	<p>Launch dates are scheduled on the 1st Tuesday of each month.</p> <p>Email corporatesupport@aiavitality.com.au</p>	Min 4 weeks' notice required
<p>2. Technology Enablement</p> <p>Send request to your IT/Network Support team to register these IP Addresses, email addresses and domain names.</p> <p>Enabling 2-factor authentication will ensure your employees can receive their AIA Vitality activation emails.</p>	<p>103.69.164.0/22 Range: 103.69.164.1 - 103.69.167.254 and Count: 1022</p> <p>118.127.20.128/25 Range: 118.127.20.129 - 118.127.20.254 and Count: 126</p> <p>99.84.238.176 99.84.238.110 99.84.238.121 99.84.238.107</p> <p>info@aiavitality.com.au queries@aiavitality.com.au</p> <p>corporatevitality.com.au api.corporatevitality.com.au auth.corporatevitality.com.au</p>	4 weeks prior to launch

PRE-LAUNCH TASKS continued

TASK	DETAILS	WHEN
3. TEASER - send employee communication <i>(email content provided by AIA)</i>	Generate interest about AIA Vitality. From CEO	4 weeks prior to launch
4. Nominate 5 x AIA Vitality Champions	Confirm the names and email addresses of your 5 x AIA Vitality Champions who will help drive employee engagement. Email corporatesupport@aiavitality.com.au	3 weeks prior to launch
5. Plan Launch Day Activity	Consider launch day activities that will engage employees and encourage them to activate their AIA Vitality membership. Refer Launch Activity Plan template and Rate Card.	3 weeks prior to launch
6. OFFICIAL ANNOUNCEMENT - send employee communication <i>(email content provided by AIA)</i>	Building excitement about AIA Vitality. Confirm the month AIA Vitality Starter will be launching. Includes opportunity for employees to opt out of the program.	3 weeks prior to launch

PRE-LAUNCH TASKS continued

TASK	DETAILS	WHEN
7. Employee Onboarding File – send to AIA	Login to AIA Portal Ensure employees who have opted out have been removed from the Onboarding File.	Min 2 weeks prior to launch
8. Launch Readiness Check In	Meeting with AIA Ensure all pre-launch tasks have been completed so there are no delays to scheduled launch date.	Min 1 week prior to launch
9. LAUNCH DAY - send employee communication <i>(email content provided by AIA)</i>	Look out for your Activation email from AIA Vitality. Activate today and download the app.	Launch Day

TIPS FOR A SUCCESSFUL LAUNCH

SUCCESS = 80% OF EMPLOYEES ACTIVATING THEIR AIA VITALITY MEMBERSHIP IN THE FIRST 14 DAYS

- ❑ Plan and schedule your launch activity using the Launch Activity Plan template as a guide.
- ❑ Drive excitement from the top down – get the CEO and Senior Leaders involved.
- ❑ Maximise awareness using the employee Teaser, Pre-Launch and Launch Day communication templates.
- ❑ Nominate 5 x AIA Vitality Champions who will encourage and drive engagement with the program.
- ❑ Use your Employee Intranet – it's a logical place for employees to find information about AIA Vitality Starter.
- ❑ Consider an incentive for employees who activate on Launch Day.
- ❑ Set an employee challenge, eg Team vs Team Step Challenge
This is a great way to encourage the whole business to activate and get engaged in the program

TOP RECOMMENDATION

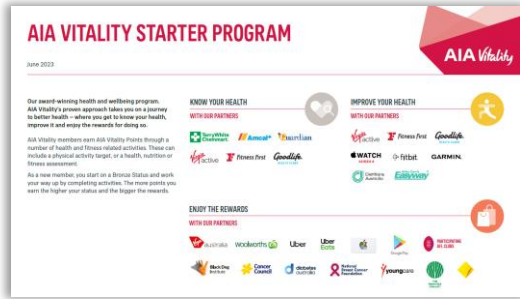
Request an AIA Vitality facilitated webinar for your employees on Launch Day, or soon after.

Contact the AIA Vitality Team to book.
corporatesupport@aiavitality.com.au

LAUNCH ACTIVITY PLAN – template

	YES / NO	BUDGET	4+ weeks to launch	3 weeks to launch	2 weeks to launch	1 week to launch	LAUNCH DAY
Teaser, Announcement and Launch communications	Yes		Teaser	It's coming			Launch Day + Activation email from AIA Vitality
Recruit AIA Vitality champions	Yes			Recruited			Drive activations on the day
Intranet page							
AIA Vitality Starter (introductory video)	Yes						Share with employees
Screensaver							
Email banners							
Desk Activation Cards (print)							
Offer an incentive to activate i.e. free coffee							
Run a competition i.e. first 3 to earn AIA Vitality Silver Status win a prize							
Share health and wellbeing content (via regular employee newsletter)							
Senior Leader Forums							
What is AIA Vitality Webinar (interactive)							
Onsite Health and Wellness Initiatives (Refer to Rate Card)							

TOOLKIT



Partner benefits

Know your health	Improve your health	Enjoy the rewards
<ul style="list-style-type: none"> Terraviva Chemist Accord Pharmacy Accord 	<ul style="list-style-type: none"> Virgin Active GoWellie Health Clubs Apple Watch Benefits ETIM Summi Alton Cava's Espresso To-Go Delivery Shellfish Australia 	<ul style="list-style-type: none"> Virgin Australia and international alliance partners GoWellie Participating AIA Vitality Uber Eats Flare and Apple Store Black Dog Institute Carer Connect Diabetes Australia National Sexual Health Clinics Partnership Project Commonwealth Bank

RATE CARD

You have the opportunity to host AIA Vitality health and wellbeing initiatives onsite at your workplace. These can help your employees engage in the program and earn AIA Vitality Points. For more information, download it at corporatepartner@aivitality.com.au

Event	Event Type	Event Dates	Event Location	Our Annual Event Cost	Additional Costs
AIA Vitality Run	Run/Walk	1-31/10/2023	Various Locations	\$10,000 - \$20,000 (incl. of travel)	None
AIA Vitality Wellness	Workshop	1-31/10/2023	Various Locations	\$5,000 - \$10,000 (incl. of travel)	None
AIA Vitality Seminar	Seminar	1-31/10/2023	Various Locations	\$5,000 - \$10,000 (incl. of travel)	None
AIA Vitality Conference	Conference	1-31/10/2023	Various Locations	\$10,000 - \$20,000 (incl. of travel)	None
AIA Vitality Dinner	Dinner	1-31/10/2023	Various Locations	\$5,000 - \$10,000 (incl. of travel)	None

RATE CARD

Opportunities to hold employee wellness and engagement activities onsite at your workplace

Prefer to create your own digital assets or employee communications?

Please follow the AIA Vitality Brand Guidelines and Key Messaging.

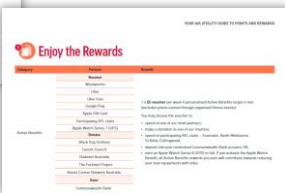
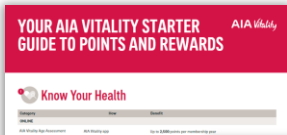
Allow **3 business days** for us to review and approve any communications or materials you develop.

corporatepartner@aivitality.com.au



PROGRAM MATERIAL

Videos and guides on the AIA Vitality Starter Program, the benefits and rewards and how to earn points



WELLBEING CONTENT

Access to digital health and wellbeing content for employers to share with their employees via intranet/newsletters



ONGOING ENGAGEMENT

Working together so everyone gets the most from AIA Vitality Starter

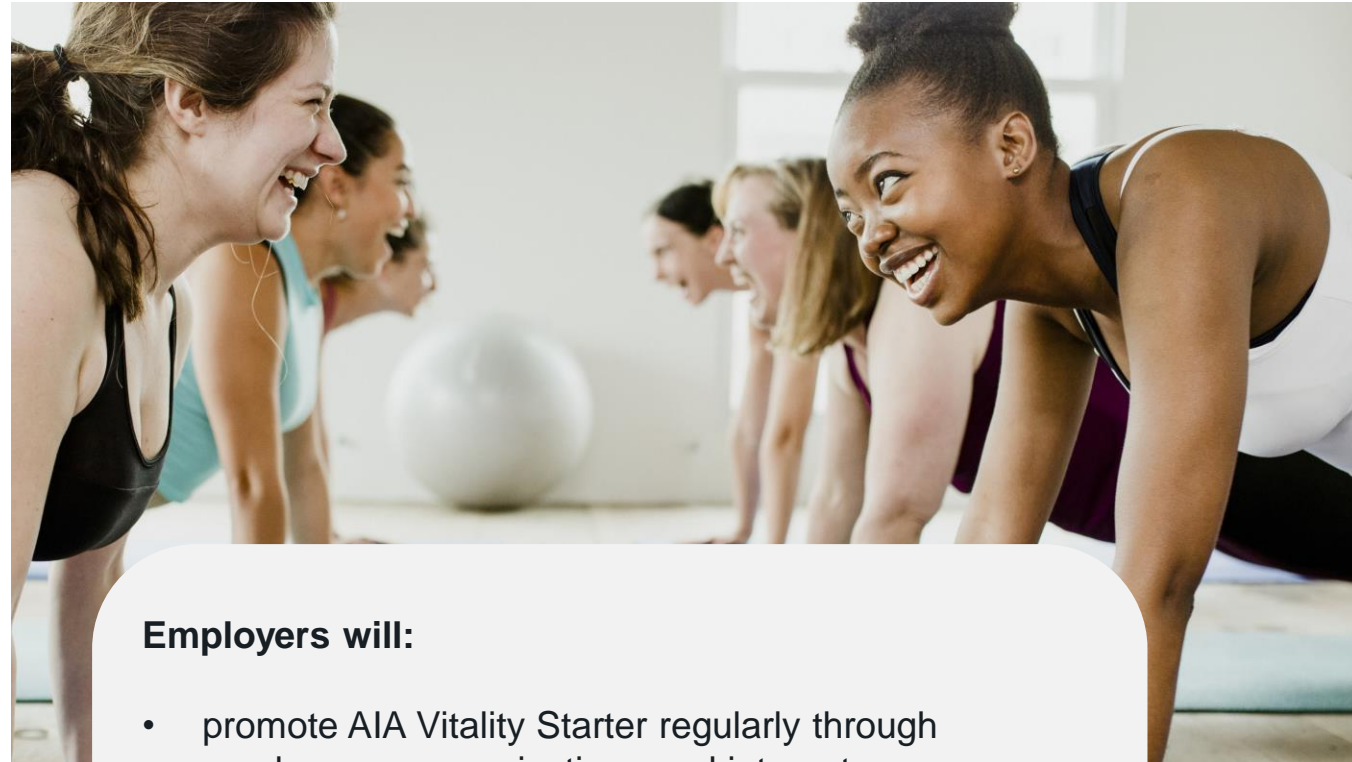
AIA Vitality will provide ongoing support for employers and employees:

Employers

- post launch check in
- regular reporting on activation and engagement rates

Employees

- ongoing communication from AIA Vitality through in-app notifications, SMS and email; supporting them on their health and wellbeing journey.



Employers will:

- promote AIA Vitality Starter regularly through employee communications and intranet
- plan quarterly wellbeing activities and team challenges to generate interest and engagement
- help your employees earn AIA Vitality Points by holding health assessments and other wellbeing initiatives onsite at work (refer to Rate Card).

SUPPORT FOR YOUR BUSINESS AND YOUR EMPLOYEES

We're here to support you with the implementation of your new health and wellbeing employee benefit, AIA Vitality Starter.

If you have any questions, please reach out to the AIA Vitality team at

corporatesupport@aiavitality.com.au

Our AIA Vitality Member Services team are here to support your **employees** with any questions they have about their AIA Vitality membership.

queries@aiavitality.com.au

or

1800 848 254

The logo for AIA Vitality, featuring the text "AIA Vitality" in a red, sans-serif font. The word "AIA" is in a bold, uppercase font, and "Vitality" is in a slightly lighter, uppercase font with a more fluid, rounded style.